Elite Gulf Reps

NAVIGATING TOMORROW

Blueprint for Success in the GCC market

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THE PROMISE

Elevate your travel business

At Elite Gulf Reps Ltd, we specialize in unlocking the vast potential of the GCC market for global destinations. Our unparalleled expertise and personalized boutique approach sets us apart, ensuring that our services are not only accessible but also approachable. Trust Elite Gulf Reps Ltd. to navigate the complexities of the region and tailor solutions that elevate your business to new heights.

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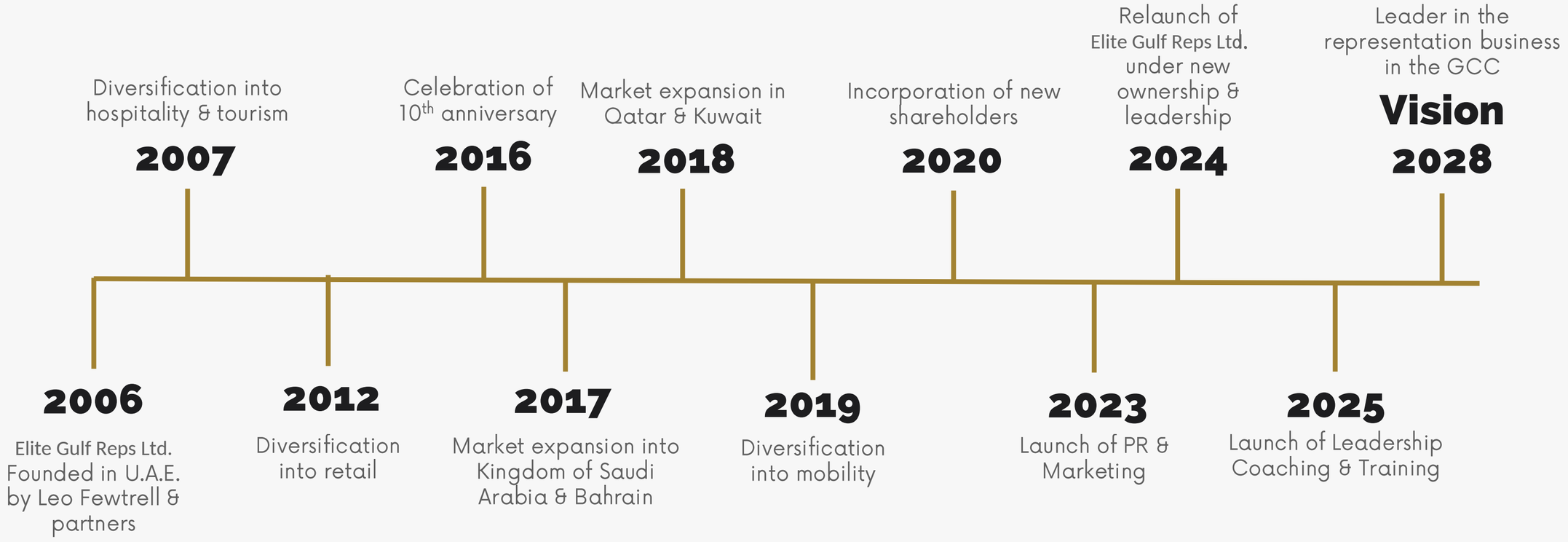
THE JOURNEY



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NAVIGATING TOMORROW

Vision

To be a leading catalyst in connecting global destinations with the untapped opportunities of the GCC market. Through our values and purposeful approach, we aim to redefine accessibility and approachability in representation services.

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THE TEAM

Facilitating connections between global destinations and the rich opportunities within the GCC market, through unparalleled expertise and a personalized boutique approach. We differentiate ourselves by making our services not only accessible but also approachable.

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CHAIRMAN & CEO

Sulaiman Ali Al-Romi

A well respected and seasoned travel industry expert and influencer with over 30 years of direct experience with top luxury brands.

He has been a key-player in his roles with both the Saudi Arabian Monetary Agency and Capital Market Authority.

The chairman & CEO is an expert of matter in the *luxury travel* segment, across the globe, and leads the efforts in the KSA market.

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PRINCIPAL ADVISOR

Sohail Pedari

A seasoned leader with diverse background from private and public sector in key positions with global brands.

Sohail has been associated with global hospitality brands e.g. Hilton Worldwide, The Ritz-Carlton Hotel Company, Marriott International and led the commercial and cultural affairs at the Consulate General of Italy in Dubai.

Sohail acts as an advisor to the Chairman & CEO on leadership, culture & commercial strategy.

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STRATEGIC PARTNER

Ahmed Talaat

Ahmed is a seasoned hospitality sales leader specialized in the Middle East. He has held senior roles at Hyatt, Six Senses, and Dusit. As well as holding a solid background in global sales and hotel pre-opening experiences.

Among Ahmed's achievements are leading teams to success, setting strategic roadmaps, and value proposition through brand positioning.

Ahmed has a strong track record in delivering revenue growth to clients, guide luxury brands to be adaptable to Middle East clients needs and aligned with luxury expectations.

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BUSINESS DEVELOPMENT KSA

Aljohara Almutawa

A young and refreshing generation of Saudi leadership with a wide experience from luxury travel industry.

Aljohara brings with her a background of corporate law and with an extensive relationship with HNWI. She leads the commercial efforts across the Kingdom of Saudi Arabia and GCC.

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FINANCE, COMPLIANCE & PROCUREMENT

Karim Abu Al-Rub

A well experienced finance expert with diversity from international aviation industry.

Karim brings to the organization a great deal of knowhow and is a key-player in the organization's vision 2030 strategy.

He also acts as a *financial advisor* to the CEO.

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BUSINESS DEVELOPMENT KSA

Muneer Mohammed DK

Brings over 25 years of experience in Saudi Arabia's hospitality industry, with deep market knowledge and a strong network of relationships across travel and tourism agencies, airlines, government entities, and the private sector.

His expertise supports business development, strategic partnerships, and sustainable growth.

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MARKET COVERAGE

Our physical market coverage stretches across the Gulf Cooperation Council; excluding South Yemen, with emphasis on Kingdom of Saudi Arabia.

This includes having professionals who understand the local market dynamics, competition, and customer preferences.

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COMMERCIAL PACK

To provide customized solutions and foster meaningful connections for our clients.

With personalized service, setting new standards of success in representation.

Analysis

Understanding GCC market trends and consumer behavior.

Research

Conducting in-depth understanding for travel GCC preferences.

Business Development

Driving growth and strategic partnerships.

Sales, Marketing & PR

Implementing strategies to promote services and attract customers.

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POWERHOUSE NETWORKS

We create curated experiences that cater to individual client preferences that enhance the return on investment in-line with our clients' long-term sustainable objectives and goals.

Lifestyle Networks

HNWI Connections

Mobile Conclaves

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GLOBAL PARTNERS

Our client portfolio comprises of partners in the Mobility, Retail, Tourism, Hospitality, Sports and Medical service providing fields.

Hospitality

STARHOTELS
L'ITALIA NEL CUORE

hesperiaworld
HOUSE OF BRANDS

CVK PARK BOSPHORUS HOTEL
İSTANBUL

RAFFLES
BALI

L'HOTEL DU COLLECTIONNEUR
PARIS

Tourism

SARUNI BASECAMP

SKIRAMA DOLOMITI
adamello brenta

HONG KONG TOURISM BOARD
香港旅遊發展局

Mobility, Tech & Medical

KPJhealthcare
A JCORP Company

SINGAPORE AIRLINES

FIRSTVIEW

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REGIONAL PARTNERS

Our partners in market comprises of Royal Courts & Protocol, Government, Corporate, Lifestyle Concierge Agencies, Travel Agencies and OTA's.

Royal Courts

المملكة العربية السعودية

ديوان الرئاسة
PRESIDENTIAL COURT

AMIRI DIWAN
STATE OF QATAR

المملكة العربية السعودية
Kingdom of Saudi Arabia
PRIVATE OFFICE
OF
H.R.H PRINCE ENG. SALMAN BIN FAISAL
BIN MOHAMMED BIN SAUD BIN ABDULAZIZ AL SAUD

الشؤون الخاصة لسمو ولي العهد
CROWN PRINCE PRIVATE AFFAIRS

Government

صندوق الاستثمارات العامة 1971 Public Investment Fund

وزارة الخارجية

وزارة السياحة
Ministry of Tourism

وزارة الخارجية
Ministry of Foreign Affairs
State of Kuwait | دولة الكويت

وزارة التجارة والصناعة
Ministry of Commerce and Industry

Corporate

aramco

stc

سابك
sabic

أدنوك
ADNOC

قطر للبترول
Qatar Petroleum

Travel Industry

سيرا
SEERA

المسافر
Almosafer

24x7
ROOMS.COM

Saudia Holidays

Emirates Holidays

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THE ROADMAP

To position the CLIENT as a premier choice by leveraging their unique offerings, fostering trust, and enhancing their image, through a 360-degree sale, marketing & pr plan.

1

Enhance CLIENT global reputation as a premier choice via strong local relationships with industry stakeholders.

2

Marketing efforts at engaging with B2B and B2C promoting CLIENT unique offerings.

3

Driving increased ROI through awareness and revenue for the CLIENT.

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REPORTS & ANALYSIS – SALES

Daily, Weekly (WIP) and/or Monthly Reports. Comprehensive insights into sales reach, wins, and industry engagement.

Regular evaluation of completed actions to identify successes and areas for improvement.

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REPORTS & ANALYSIS – PR & MEDIA

Daily, Weekly (WIP) and/or Monthly Reports. Comprehensive insights into campaign reach, tonality, and audience engagement.

Continuous monitoring of online conversations to gauge public sentiment.

Regular evaluation of completed actions to identify successes and areas for improvement.

Date	Publication	Press insight	Monthly Traffic	Ad Value US$	PR Value US$	Area	Language
9/10	NABD	Online	4,052,100	4,500	13,500	KSA	Arabic
9/10	Daily Guardian	Online	100,000	2,000	6,000	KSA	Arabic
12/10	Eat N' Stays	Online	16,600	1,250	3,750	KSA	Arabic
12/10	Arabic Press Center	Online	8,000	750	2,250	KSA	Arabic

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20 STEPS TO SUCCESS - 1

1. Collaborative planning with regular strategy meetings to align on objectives and refine tactics.
2. Customized content i.e. tailored press releases, newsletters, and content that resonate with specific media outlets and audiences.
3. Proactive outreach maintaining strong relationships with journalists, bloggers, and influencers to ensure consistent engagement.
4. Performance measurement through monthly reports with detailed KPIs, media value, and audience engagement metrics.

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20 STEPS TO SUCCESS - 2

5

Partner with GCC Government, Royal Courts & Protocol and Private Affairs Offices, local Corporate, travel agencies, tour operators, and luxury concierge services to promote customized CLIENT itineraries.

6

Engage with corporations in the GCC to promote CLIENT as a destination for business travel, meetings, and incentive trips.

7

Work across CLIENT tourism authority to organize joint initiatives and travel awareness programs.

8

Facilitate collaborations between CLIENT and GCC cultural institutions to enhance mutual understanding and interest.

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20 STEPS TO SUCCESS - 3

9 Collaborate with GCC-based travel publications, TV channels, and online influencers.

10 Develop promotional materials in Arabic and English, emphasizing connections between GCC interests and CLIENT experiences.

11 Host events highlighting CLIENT traditions, gastronomy, and festivals in GCC countries.

12 Participate in GCC travel trade fairs like KBLT & ATM to establish strong partnerships.

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20 STEPS TO SUCCESS - 4

13 Engage GCC-based influencers to document and share immersive travel experiences in CLIENT.

14 Use social media platforms with geo-targeted campaigns to highlight CLIENT as a unique travel destination

15 Emphasize aspects of CLIENT culture and family-oriented travel, that resonate with GCC cultural values.

16 Provide marketing materials, websites, and itineraries in Arabic to cater to the local audience effectively.

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20 STEPS TO SUCCESS - 5

17 Highlight halal-friendly restaurants, accommodations, and facilities in CLIENT to attract GCC travelers.

18 Promote prayer spaces and culturally sensitive services available in CLIENT.

19 Showcase high-end travel experiences, such as luxury stays, exclusive cultural events, and private tours in collaboration with CLIENT.

20 Develop campaigns focusing on family-friendly attractions, theme parks, and activities suitable for GCC families.

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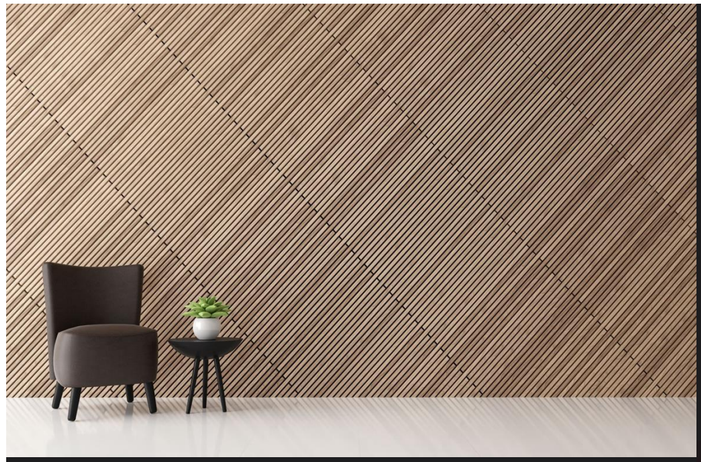
CASE STUDY - 1

Examining the background, context, challenges, solutions and outcomes for our client in the **hospitality** industry.

Available upon request!



Hotel Chain

Italian Hospitality Chain

Strong Locally

Lacked brand recognition in the GCC

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CASE STUDY - 2

Examining the background, context, challenges, solutions and outcomes for our client in the **tourism** industry.

Available upon request!

Tourism board

Tourism board on the West Coast in the U.S.A.

Well-known in GCC

Lacked constant media awareness.

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CASE STUDY - 3

Examining the background, context, challenges, solutions and outcomes for our client in the **retail** industry.

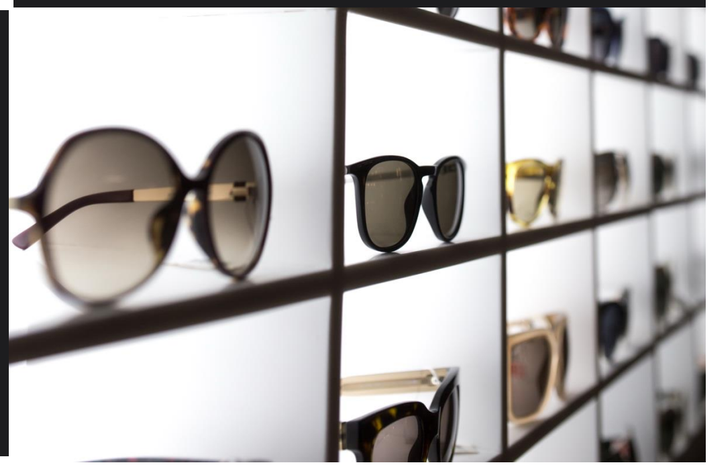
Available upon request!

Shopping Mall

Luxury retail in London

Strong Regionally

Lacked any brand awareness in the GCC.



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CASE STUDY - 4

Examining the background, context, challenges, solutions and outcomes for our client in the **mobility** industry.

Available upon request!

Aviation

Global private aviation.

Well-Known Globally

Needed constant PR releases on new products.

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GET IN TOUCH

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